



FEA PUBLIC SERVICE ANNOUNCEMENT

Purpose:

To provide an opportunity for FEA chapter members to work collaboratively on a project requiring teamwork, creativity, and the use of multimedia technology. The Public Service Announcement (PSA) should capture the challenges and joys of teaching and make the viewer aware that those in the education profession (teachers, counselors, teacher aides, principals, superintendents, school librarians, nurses, etc.) provide an important service to the community. The goal of the PSA is to promote respect for those in the education profession.

Eligibility

- Limited to one entry per school
- Entry form must be submitted
- Entrants grant the conference the right to use and publish the submission in print, online, or in any other media without compensation
- Entrants grant the FEA state organization the right to post photos of students for promotional purposes on the state FEA website

Procedures

- Send in your Public Service Announcement project on or before October 1, 2007 to:
Gerry Corcoran
Arizona Department of Education
FEA State Director
1535 W. Jefferson St. Bin # 42
Phoenix, AZ 85007
- Late entries will not be accepted
- The top three entries will be showcased at the FEA State Conference April 2, 2009

Guidelines

- Entries may be created as a power point or shot with a video camera
- All entries must be submitted on DVD or CD
- Entries must be no longer than one minute
- The entry should include the name of the chapter, school, and city within the credits (Example: This message was brought to you by Podunk High School's chapter of FEA in Phoenix, Arizona).
- The entry should show the need to recruit people into the education profession and clearly demonstrate how your chapter is meeting this need.

Scoring

- How well your PSA shows the chapter's efforts to promote the field of education as a rewarding, exciting career choice.
- Content: The PSA is appropriate for a teenage audience, shows the value of the education profession, captures the challenges and joys of teaching, and promotes respect for all educators.
- Creativity: presented in a manner appealing to students, uniqueness, upbeat and appropriate background music or narration, is attention-grabbing, inspires students to enter the education profession.

FEA**PUBLIC SERVICE ANNOUNCEMENT APPLICATION****School Name:** _____**Title of Project:** _____**City:** _____ **Phone:** _____**Advisor's Name:** _____ **Advisor's E-Mail:** _____**Students involved on Project:** _____**** Submit your application & DVD before March 1, 2009**